Amendments to the Claims:

1 -8.   (Cancelled)

9.   (Previously Presented) A digital cable system comprising a cable headend that receives and delivers content and data related to the content to facilitate service implementation in a digital cable system, comprising:

a staging server located in the cable headend that receives an asset having a structure from a content provider, wherein the asset comprises both the content and the data related to the content, the data related to the content further comprising an application program identifier;

a content server located in the cable headend storing the content and in communication with a subscriber set-top box for providing the content to the set-top box; and

a first application program configured to execute in the cable headend and to process a machine readable description file and the application program identifier to identify a second application program among of a plurality of application programs executing in the cable headend understanding the structure of the asset, wherein the second application program is configured to interpret the data related to the content, and wherein the second application program is configured to identify the content server from among a plurality of content servers to receive the content from the staging server.

10.   (Previously Presented) The system of claim 9, further comprising an asset management system located in the cable headend comprising the first application program processing the data related to the content to identify the application program associated with the application identifier.

11.   (Previously Presented) The system of claim 10, wherein the asset management system maintains a database associating the content and the data related to the content using the machine reasonable description file.

12.   (Previously Presented) The system of claim 10, wherein the asset management system resides between the application program and the staging server such that the staging server and application program are in indirect communication.

13.   (Original) The system of claim 10, wherein the asset management system is operable to instruct the content server to request at least a portion of the content from the staging server.

14.   (Previously Presented) The system of claim 9, wherein the application is operable to identify the content server based upon the data related to the content.

15.   (Original) The system of claim 9, wherein the content server receives at least a portion of the content from the staging server.

16.   (Original) The system of claim 9, wherein the content server requests the at least a portion of the content from the staging server using File Transfer Protocol (FTP).

17.   (Original) The system of claim 9, wherein the application comprises a provisioning user interface to allow a user to identify the at least one server to receive at least a portion of the content.

18.   (Original) The system of claim 17, wherein the provisioning user interface allows a user to specify rules for distributing at least a portion of the content to the content server.

19-23. (Canceled)